



## **SANDRA SKRZYCKI (Skrits-kee)**

773.368.3668 | hellosandra3000@gmail.com | www.hellosandra3000.com

### **RECENT WORK HISTORY**

#### **Euro RSCG** - Freelance Interactive Art Director

Chicago IL | 4/10 to 6/10

- redesigned credit card site for Chase
- presented innovative online strategies for financial products
- created sweepstakes microsites for Sears

#### **Y&R** - Freelance Interactive Art Director

Chicago IL | 8/09 to 2/10

- created online campaign for Sears Home Electronics
- conceptualized, presented and created landing page for Kenmore.com
- collaborated with team to create two page takeovers for Sears holiday campaign
- designed ads for Kenmore brand relaunch

#### **Sears Holdings Corporation** - Freelance Senior Creative

Chicago IL | 5/09 to 8/09

- worked closely with UX team to develop effective user interface models for e-commerce site
- defined style guide for Sears PartsDirect and Sears Commercial Parts

#### **OgilvyOne** - Freelance Interactive Art Director

Chicago IL | 10/07 to 1/09

- created widgets, games, websites and digital ads for international clients like Suave, BP, AMA, Kraft, CDW, and the American Medical Association
- conceptualized and collaborated with CDs, selected illustrator, steered creative, and directed development for Allstate online campaign
- teamed with Flex developer to create analytics dashboard for American Express
- led client presentations

#### **Freelance** - Senior Art Director/ Graphic Designer

Chicago IL | 10/03 to ongoing

- developed user interface, style guide and visual identity for content management system with Axelrod and Armedia
- created promotional direct mail for Dell and CBS
- drafted logo designs for Geico sports event
- generated logo and promotional for photographer
- designed brochure for national cheerleading company, All Star Challenge
- produced wedding invitations and announcements

#### **Hearst Magazines / Hearst Digital Media** - Freelance Art Director/ Graphic Designer

Chicago IL | 3/07 to 9/07

- developed consistent email templates for social networking site
- revamped eSPIN.com homepage
- created branded eSPIN pages for advertisers like Coke, CoverGirl and Ban
- designed banner ads for seventeen and CosmoGirl

## **Mbira Technologies, LLC.** - Graphic Designer

Chicago IL | 7/05 to 1/07

- redesigned SameDayMusic.com
- coordinated IT, Customer Service and Management to develop and perform website usability testing
- spearheaded inter-departmental design review process for internal website redesigned
- developed visual identity for musicians lifestyle forum, Gearwire.com

## **Windy City Rollers** - Assistant Creative Director (pro bono)

Chicago IL | 8/04 to 12/06

- led logo design for competitive roller derby league
- guided consistent visual identity for all promotional materials and apparel
- developed posters, ads and DVD packaging

## **Praxis Studios** - Graphic Designer

Raleigh NC | 3/00 to 9/03

- created logos for national cheerleading events
- created cd packaging for musicians
- produced print ads for regional music store chain

## **EDUCATION**

12/99

University of North Carolina | Chapel Hill, NC  
Bachelor of Art in Graphic Design and Journalism  
Minor in Studio Art

8/98

Lorenzo De Medici Institute of Art | Florence, Italy

## **SKILLS**

Fluent: Photoshop, Illustrator, Dreamweaver, InDesign, HTML

Proficient: Flash, CSS

## **EXTRAS**

Original member of Windy City Rollers : Women's Competitive Flat Track Roller Derby

Jumped off southernmost point of USA : Ka Lae, HI